

## Form ADV Part 3: Relationship Summary Endowe Advisory LLC

### Introduction

Endowe Advisory LLC is an investment adviser registered with the U.S. Securities and Exchange Commission. We offer our clients investment advisory services. Clients should understand that the services we provide and fees we charge are different than those of a broker-dealer, and that it is important to understand the difference between the two. Free and simple tools are available to research firms and financial professionals at <https://www.investor.gov/CRS>, which also provides educational materials about investment advisers, broker-dealers and investing.

### What Investment Services and Advice Can You Provide Me?

**Description of Services:** Endowe Advisory LLC offers asset management services to retail investors, which involves us managing and trading your designated account(s). Our investment advisory services are exclusively available through our proprietary, interactive digital platform and mobile application available at [www.endowe.com](http://www.endowe.com). All advisory services, including the collection of client information, generation of personalized investment advice, ongoing portfolio monitoring, and communication of all disclosures, are conducted solely by means of this interactive website and mobile application. We do not provide advisory services in person, by telephone, or through any other channel.

Through Endowe Inc., an affiliate of Endowe Advisory LLC, a user of the online digital platform can create personalized gift registries which can be shared with the user's friends and family members (Gifters) desiring to contribute cash gifts (via ACH) to the user's registry. The cash gifts are processed through Dwolla, Inc. ("Dwolla"), a financial technology provider that facilitates payments from Gifters to platform users. All cash gifts are transmitted through Dwolla and are held by Dwolla's financial-institution partners. The cash gifts for each platform user are maintained in a separate sub-account "for the benefit of" (FBO) that platform user and all transfers from Dwolla accounts are directed by the user. Gifted funds may be transferred by the platform user to the user's brokerage account at Interactive Brokers, LLC. The user executes our Asset Management Agreement and completes a client suitability questionnaire to determine investment objectives, time horizon, and risk tolerance which guide Endowe Advisory LLC to make portfolio recommendations.

Managed accounts are reviewed on a continuous basis through Endowe Advisory LLC's automated systems. Portfolios are monitored for drift relative to target allocations and rebalanced when allocations exceed tolerance bands or when new gifts/contributions are received. Clients will have the ability to impose reasonable restrictions on the management of the Account, including the ability to instruct us not to purchase certain securities. For more information, please see *Item 4* of our *Form ADV Part 2A*.

**Limited Investment Offerings:** We do not primarily recommend one type of security to clients. Instead, we recommend investment portfolios designed to be suitable for each client relative to that client's specific circumstances and needs. However, we are limited in investment selection in that we can only invest your account in securities which are available on your custodian/broker-dealer's platform. When providing you services, we do not recommend or offer advice on any proprietary products.

**Account & Fee Minimums:** There are no minimum investment amounts or conditions required for establishing an account managed by us.

**Conversation Starters:** *Given my financial situation, should I choose an investment advisory service? Why or why not? How will you choose investments to recommend to me? What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

### What Fees Will I Pay?

**Description of Principal Fees & Costs:** Fees charged for our asset management services are charged based on a percentage of assets under management, billed in arrears on a quarterly calendar basis, and calculated based on the average daily balance of your account during the previous billing period. The annual fee for asset management services will be 0.25%. Because our fee is based upon the value of your account we have an incentive to recommend that you increase the level of assets in your account. When engaging us for asset management services, you will also incur other

fees and expenses. The broker-dealer/custodian on your account will charge you transaction fees for executing trades in your account. You will also be charged internal fees and expenses by the funds we invest in within your account.

**Additional Information:** You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying. For more information about the fees we charge and the other fees and expenses you will incur, please see **Item 5 of Form ADV Part 2A**.

**Conversation Starters:** *Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

### **What Are Your Legal Obligations to Me When Acting as My Investment Adviser? How Else Does Your Firm Make Money and What Conflicts of Interest Do You Have?**

**Standard of Conduct:** When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means. When we provide asset management services, we will ask that you establish an account with Interactive Brokers LLC to maintain custody of your assets and to effect trades for your account. Our recommendation to use Interactive Brokers LLC is not based solely on your interest of receiving the best execution possible. We also recommend Interactive Brokers LLC because they provide us with research, products and tools that help us manage and further develop our business operations. As a result, we do not have to pay for such benefits, which save us money; however, these arrangements create a conflict of interest. See **Item 12** of our **Form ADV Part 2A** for more information about our arrangements with Interactive Brokers LLC.

**Conversation Starters:** *How might your conflicts of interest affect me, and how will you address them?*

**Additional Information:** For more information about our conflicts of interests and the ways we are compensated, please see **Item 5 and Item 12** of our **Form ADV Part 2A**.

### **How Do Your Financial Professionals Make Money?**

**Description of Salary/Payment of IARs:** We compensate our investment adviser representatives based on the level of assets that the representative brings in to us. This creates a conflict of interest as it gives your representative an incentive to recommend you invest more in your account with us due to the potential for increased payments.

### **Do You or Your Financial Professionals Have Legal or Disciplinary History?**

No. Neither us, nor our investment adviser representatives have a legal or disciplinary history to report. You can look up more information about us and our investment adviser representatives at <https://www.investor.gov/CRS>.

**Conversation Starters:** *As a financial professional, do you have any disciplinary history? For what type of conduct?*

### **Additional Information About Endowe Advisory LLC**

Additional information about us and copies of our Form ADV Part 2A disclosure brochure and this relationship summary are available on the Internet at <https://endowe.com>. You can also find our disclosure brochures and other information about us at <https://adviserinfo.sec.gov/firm/summary/338697>. If you have any questions or want an up-to-date copy of this relationship summary, we can be reached by phone at 650-469-3120.

**Conversation Starters:** *Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*